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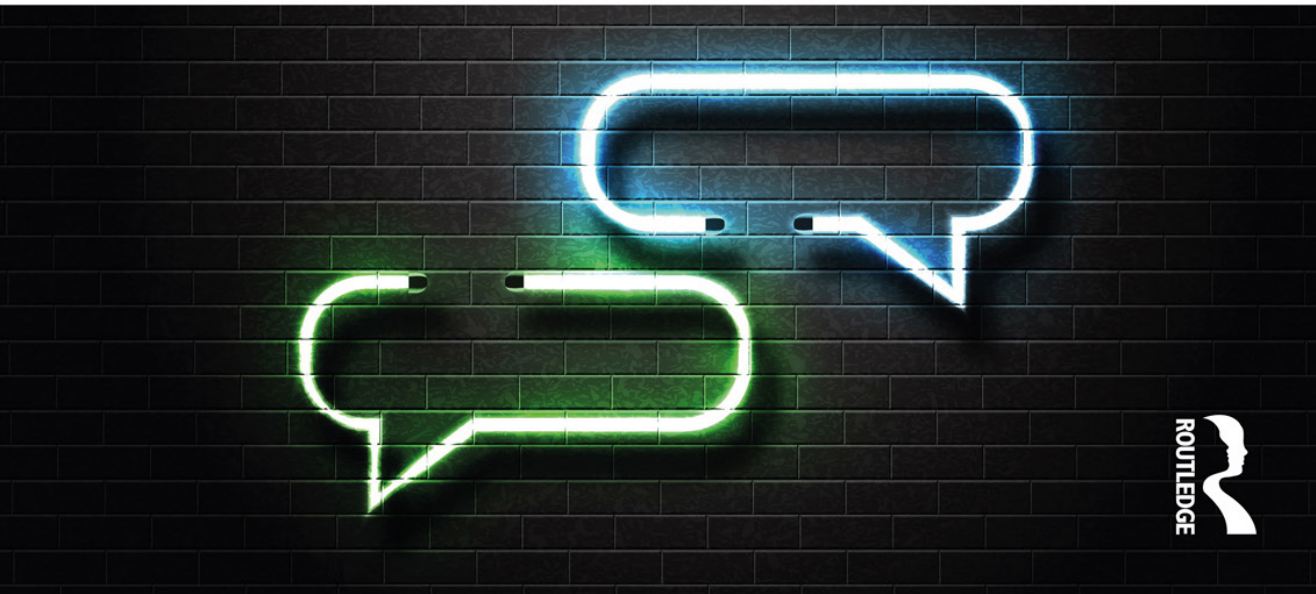
Fifth edition

INTRODUCING TRANSLATION STUDIES

Theories and Applications

Jeremy Munday, Sara Ramos Pinto and Jacob Blakesley



ROUTLEDGE

Introducing Translation Studies

Introducing Translation Studies remains the definitive guide to the theories and concepts that make up the field of translation studies. Providing an accessible and up-to-date overview, it has long been the essential textbook on courses worldwide.

This fifth edition has been fully revised, and continues to provide a balanced and detailed guide to the theoretical landscape. Each theory is applied to a wide range of languages, including Bengali, Chinese, English, French, German, Italian, Punjabi, Portuguese and Spanish. A broad spectrum of texts is analysed, including the Bible, Buddhist sutras, *Beowulf*, the fiction of Proust and the theatre of Shakespeare, European Union and UNESCO documents, a range of contemporary films, a travel brochure, a children's cookery book and the translations of *Harry Potter*. Each chapter comprises an introduction outlining the translation theory or theories, illustrative texts with translations, case studies, a chapter summary, and discussion points and exercises.

New features in this fifth edition include:

- New material to keep up with developments in research and practice; this includes the sociology of translation chapter, where a new case study employs a Bourdieusian approach; there is also newly structured discussion on translation in the digital age, and audiovisual and machine translation;
- Revised discussion points and updated figures and tables;
- New in-chapter activities with links in the enhanced ebook to online materials and articles to encourage independent research;
- An extensive updated companion website with video introductions and journal articles to accompany each chapter, online exercises, an interactive timeline, weblinks, and PowerPoint slides for teacher support.

This is a practical, user-friendly textbook ideal for students and researchers on courses in translation and translation studies.

Jeremy Munday is Professor of Translation Studies at the University of Leeds, and is an experienced translator. He is the author of *Style and Ideology in Translation* (Routledge 2008) and *Evaluation in Translation* (Routledge 2012), and he is the editor of *The Routledge Companion to Translation Studies* (2009).

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Introducing Translation Studies

Theories and Applications

Fifth edition

Jeremy Munday, Sara Ramos Pinto and Jacob Blakesley

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Praise for the fifth edition

'The most accessible and authoritative introduction to key concepts and theories in translation studies. This fifth edition has incorporated the newest developments in the fast-growing discipline, supplying carefully selected new materials and well-designed activities.'

Defeng Li, *University of Macau, China*

'The go-to textbook on translation studies programmes for 20 years, *Introducing Translation Studies* remains a highly accessible resource for students and instructors. The new edition is perfectly matched to online and digital learning environments, and offers a wealth of suggestions for consolidation and for further reading and research.'

Kathryn Batchelor, *University College London, UK*

Praise for the fourth edition

'Jeremy Munday's *Introducing Translation Studies* has long been admired for its combination of theoretical rigour and down-to-earth explanation, and this new edition will further confirm its place as the go-to introduction for students and teachers alike. Its further incorporation of ideas from the Chinese context is particularly welcome.'

Robert Neather, *Hong Kong Baptist University, China*

'An even better fourth edition of a widely popular and commonly used book in translation studies. Munday's volume is a sound and accessible introduction to translation studies, combining scholarly rigour with reader-friendly style and an excellent didactic orientation, which will continue to make this book highly attractive to students, teachers and newcomers.'

Sonia Colina, *University of Arizona, USA*

Praise for the third edition

'This book provides a comprehensive and precise coverage of the major theories of translation …. The discussion and research points at the end of each topic will be welcomed by students, teachers and researchers alike … written in exceptionally clear and user-friendly style …. Readers who may have no previous knowledge of translation studies will also find the book interesting and illuminating.'

Susan Xu Yun, *SIM University, Singapore*

'Whether you are a researcher, teacher, practitioner or learner of translation, you should read this book to get a comprehensive view of translation theories of the world, at present and in the past. This book is extremely useful as the starting point for understanding translation theories. It is deep enough for you to get adequate details and broad enough to let you know which directions to follow in your further research.'

Chris Shei, *Swansea University, UK*

'Jeremy Munday covers it all in this up-to-date book. It covers most, if not all, aspects of translation, whether they are theoretical or practical. This book is also an essential resource of knowledge for professional, academic and practising translators. Many approaches to translation are clearly and thoroughly explained.'

Said M. Shiyab, *UAE University, UAE*

'It would be difficult to find a better introduction to the complex field of translation studies …. A real must for everybody interested in this discipline.'

María Sánchez, *University of Salford, UK*

'This updated edition of *Introducing Translation Studies* provides a clear, thorough, and balanced introduction to major past and current trends in translation studies. It will be of great assistance to translation instructors and students seeking an updated overview of the field.'

Françoise Massardier-Kenney, *Kent State University, USA*

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Para Cristina,
que me ha hecho feliz

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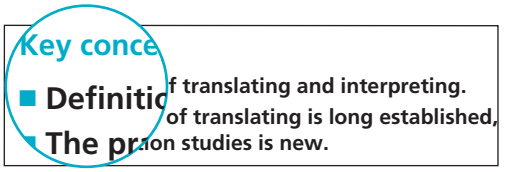
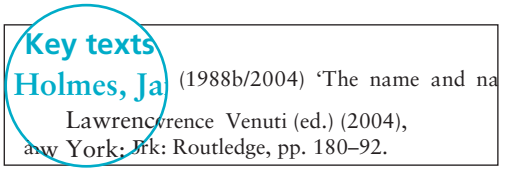
A visual tour of *Introducing Translation Studies*

Pedagogical features

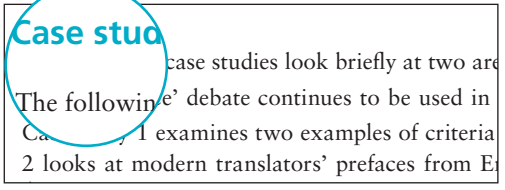
Introducing Translation Studies offers a variety of ways to help lecturers introduce this vibrant discipline, and to help students understand the key concepts and issues.



KEY CONCEPTS Each chapter opens with a series of straightforward definitions of the key concepts that the chapter will cover.



KEY TEXTS Essential articles and books in the topic area.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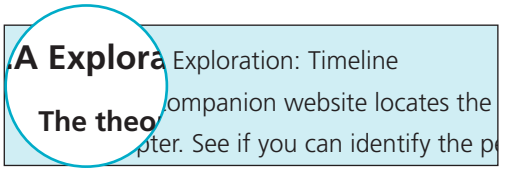
1 examines two examples of criteria
2 looks at modern translators' prefaces from E

CASE STUDIES Case studies in each chapter to give focus and insight into the theories discussed.



EXPLORATION Within each chapter there are links to extra journal material on the ITS companion website to encourage further exploration of ideas.

Discussion and research points

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History of f Literary Translation in English
and Hopkins 2005, France and Haynes 20

DISCUSSION AND RESEARCH POINTS At the end of each chapter are a number of questions that can be set as assignments or discussed in class. They can also serve as a platform for related research project ideas.

FURTHER READING Additional sources for students to explore particular issues raised in the chapter.

Companion website

www.routledge.com/cw/munday

Introducing Translation Studies also includes a comprehensive companion website of online resources for both students and lecturers. These include:

Student resources

- Video presentation by the authors on each chapter, discussing the key issues for students to consider;
- Interactive timeline to explain how translation theories have evolved since the first theorists;
- Multiple-choice questions to test understanding of definitions and concepts;
- Additional discussion questions and further reading.

Lecturer resources

- PowerPoint presentations for each chapter, which can be downloaded and annotated, providing lecturers with a ready-made foundation for lecture preparation;
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Introducing Translation Studies has evolved over time, but I acknowledge my sincere debt to Lawrence Venuti (Temple University, USA) for his encouragement with the initial project and for his detailed comments and suggestions on drafts of the first edition.

My thanks also go to Rana Nayar (Reader, Department of English at Panjab University, Chandigarh, India) for his assistance with the case study in Chapter 9. I also thank colleagues at the Universities of Leeds, Surrey and Bradford for their support during the writing of the various editions of this book, and to my students at all those institutions and universities where I have been lucky enough to be invited to speak, who have responded to versions of this material. My thanks also to all who have contacted me with comments on the earlier editions with suggestions for revisions, to

those journal reviewers who have made constructive suggestions, and most particularly to the reviewers of the proposal and drafts for this fifth edition. There are many other translation studies colleagues who have offered suggestions and help in many ways. I thank them all.

This fifth edition marks the 21st anniversary of the title that I wrote initially in 12 months over the academic year 1999–2000. My apologies for the slight delay in the publication of this edition; as some of you will know, I am slightly slowed by Parkinson's disease, but I am helped enormously by my family and my assistant, Rebecca Fallas and, after her, Sarah Davies – many thanks indeed. This illness has made me realize that I have to slow down a bit. In this edition of the book, some of the major revisions have been carried out by my Leeds colleagues Sara Ramos Pinto and Jacob Blakesley. Without them, this edition might not have appeared. With them on board as co-contributors, we can hopefully look forward to the continued evolution of *Introducing Translation Studies* in future editions. To an extent, I would like this recruitment of additional authors to mark a significant moment in the life of *Introducing Translation Studies* and to acknowledge, as many of the key scholars of the past 30 years retire, that this vibrant interdiscipline of translation studies belongs to the many talented young scholars who are the research leaders of the future. Sara and Jacob bring a new and powerful critical eye and guiding hand to this prominent textbook.

I would also like to express my extreme gratitude to Louisa Semlyen, Eleni Steck and everyone else at Routledge, who have been so very supportive and patient throughout the writing and editing process, and to copy-editor Huw Jones for providing careful attention to detail. Any remaining errors or deficiencies are, of course, mine alone.

Finally, but most of all, my thanks to Cristina, whose love and help mean so much to me, and to Nuria and Marina, who continue to add so much more to our lives as they expand their own horizons.

Jeremy Munday
London, August 2021

Abbreviations

@AC	Before Common Era
AC	Common Era
AVT	Audio Visual Translation
CAT	Computer-Assisted Translation
DTS	Descriptive Translation Studies
L1	First Language
L2	Second Language
MT	Machine Translation
SFL	Systemic Functional Linguistics
SL	Source Language
ST	Source Text
TM	Translation Memory
TS	Translation Studies
TL	Target Language
TT	Target Text

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Introduction

Translation studies is the now established academic (inter)discipline related to the study of the theory, practice and phenomena of translation. This book brings together and clearly summarizes the major strands of translation studies, in order to help readers acquire an understanding of the discipline and the necessary background and tools to begin to carry out their own research. It also presents and discusses theoretical frameworks into which professional translators and trainee translators can place their own practical experience.

The first four editions of *Introducing Translation Studies* (2001, 2008, 2012 and 2016) presented a practical introduction to an already diverse field. This fifth edition maintains the book's structure and much of the material, but is **fully revised** and **updated**. New content has been included throughout, 'exploration boxes' have been inserted within the text to link to full-text articles available on the *Introducing Translation Studies* companion website (www.routledge.com/cw/munday) and other material has been located online. The website and the advanced e-book also contain new video introductions to each chapter. The online resources include revised PowerPoint presentations that may be customized by the tutor.

The general structure of the book remains the same. It sets out to give a critical but balanced survey of many of the most important trends and contributions to translation studies in a single volume, written in an accessible style. The different contemporary models are applied to illustrative texts in brief case studies so that the reader can see them in operation. The new research contained in these case studies, together with the 'discussion and research points' sections, is designed to encourage further exploration and understanding of translation issues.

The book is designed to serve as a **coursebook** for undergraduates and postgraduates in translation, translation studies and translation theory, and as a **solid theoretical introduction** for students, researchers, instructors and professional translators. The aim is to enable the readers to develop their understanding of the issues and associated

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technical language (**metalanguage**), and to begin to apply the models themselves. The reader is also encouraged to carry out a closer examination of specific issues and to pursue further reading in those areas that are of greatest interest. In this way, the book may provide a stimulating introduction to a range of theoretical approaches to translation that are relevant both for those engaged in the academic study of translation and for the professional linguist.

Each of the chapters surveys a major area of the discipline. Each is designed to be self-standing, so that readers with a specific focus can quickly find the descriptions that are of most interest to them. However, conceptual links between chapters are cross-referenced and the book has been structured so that it can function as a coursebook. Each chapter might be covered in one or two weeks, depending on the length of the course, to fit into a semesterized system. The discussion and research points additionally provide substantial initial material for students to begin to develop their own research.

The progression of ideas is also from the introductory (presenting main issues of translation studies in Chapter 1) to the more complex, as the students become more accustomed to the terminology and concepts. In general, the progression is chronological, from early theory in Chapter 2 to linguistic-oriented theories (Chapters 3–6) and to later developments from cultural studies (Chapter 8) and from sociology (Chapter 9). The new digital technologies sections have been revised and enhanced (Chapter 11). But the book is also conceptual, since some of the earlier theories and concepts, such as equivalence and universals of translation, are constantly being revisited (e.g., in Chapter 10).

Clarity has been a major consideration, so each chapter generally follows a similar **format** of:

- An introductory table clearly presenting key terms and ideas;
- A video introduction from the authors highlighting salient points to identify;
- The main text, describing in detail the models and issues under discussion;
- 'Exploration boxes' with links to relevant full-text articles online and with self-study or classroom activities;
- An illustrative case study, which applies and evaluates the main model of the chapter;
- Suggestions for further reading;
- A brief evaluative summary of the chapter;
- A series of discussion and research points to stimulate further thought and research;
- Links to the **ITS companion website** (www.routledge.com/cw/munday), where each chapter is accompanied by a video summary, a multiple-choice recall test, customizable PowerPoint slides, extra research articles, further reading hints and research project questions. Extra case studies in other languages also appear.

In common with other anthologies and introductory books, this volume is necessarily selective. The theorists and models covered have been chosen because of their strong influence on translation studies and because they are particularly representative of the approaches in each chapter. Much other worthy material has had to be excluded due to space constraints and the focus of the book, which is to give a clear introduction to a number of theoretical approaches. Over recent years, the field has continued to expand dramatically, with a considerable increase in the number of publications and

the borrowing of concepts from new fields such as cognitive studies, sociology, literary theory and corpus linguistics. It is not practicable, and indeed would be impossible, to attempt to be fully comprehensive. I am also aware that the organization of the book inevitably gives preference to those theorists who have advanced major new ideas and gives less than sufficient credit to the many scholars who work in the field producing detailed case studies or less high-profile work.

For these reasons, detailed and updated suggestions are given for **Further reading**. These are designed to encourage students to go to the primary texts, to follow up ideas that have been raised in each chapter, and to investigate the research that is being carried out in their own countries and languages. An attempt has also been made to refer to many works that are readily available, either in recent editions or reprinted in one of the anthologies or handbooks that focus on different areas of translation. The emphasis is on encouraging reflection, investigation and awareness of the new discipline, and on applying the theory to both practice and research.

A major issue has been the choice of languages for the texts used in the illustrative case studies. There are examples of texts from Chinese, English, French, German, Italian, Portuguese and Spanish. Some additional examples are given from Arabic, Bengali, Dutch, Punjabi and Russian. Yet the case studies are written in such a way as to focus on the theoretical issues, and should not exclude those unfamiliar with the specific language pairs. A range of text types is offered. The earlier editions included the Bible, *Beowulf*, the fiction of García Márquez and Proust, European Union and UNESCO documents, a travel brochure, a children's cookery book, the translations of *Harry Potter* and subtitled films from Bengali, French and German. This fifth edition expands to discuss in more depth advances in audiovisual translation and other types of multimodal texts. Changes in modes of communication are illustrated by examples of website localization, other types of technical translation, videogame transcreation and crowdsourced translations, among others.

A guide to the chapters

The book is organized as follows.

Chapter 1 discusses what we mean by 'translation' and what the scope is of the discipline of translation studies. It discusses the three types of translation defined by Jakobson: intralingual, interlingual and intersemiotic. It then presents the well-known Holmes/Toury conceptual map of the discipline, and critiques it with new conceptualizations and knowledge structures used in the construction of the online *Translation Studies Bibliography*.

Chapter 2 describes some of the major issues that are discussed in early writings about translation. This huge range of over 2,000 years, beginning with Cicero in the first century @AC, focuses on 'literal versus free' translation, an imprecise and circular debate from which theorists have emerged only in the last 60 years. The chapter describes some of the classic writings on translation over the years, making a selection of the most well-known and readily available sources. Although the chapter covers predominantly western theory, it aims to initiate discussion on some of the key issues across the globe. Readers are particularly encouraged to explore these concepts through the interactive timeline.

Chapter 3 deals with the concepts of meaning, equivalence and 'equivalent effect'. Translation theory in the 1960s under Eugene Nida shifted the emphasis to the receiver of the message. This chapter encompasses Nida's model of translation transfer, influenced by Chomsky's generative grammar, and his concepts of formal equivalence and dynamic equivalence. Newmark's similarly influential categories of semantic translation and communicative translation are also discussed, as is Koller's analysis of equivalence. The discussion is brought up to date by reference to the interplay between equivalence and localization.

Chapter 4 overviews attempts that have been made to describe the product and process of translation. These include classifications of the linguistic changes or 'shifts' which occur in translation. The main model described here is Vinay and Darbelnet's classic taxonomy, but reference is also made to other traditions, such as Loh's English–Chinese model, and to Catford's linguistic model. The latter part of the chapter introduces some of the work that has been conducted from a cognitive perspective, which seeks to explain message processing and how translation as communication is achieved. This section covers the interpretive model of the Paris School, Gutt's work on relevance theory, and recent advances in corpus-based studies which have been relocated here from Chapter 11.

Chapter 5 covers Reiss and Vermeer's text-type and skopos theory of the 1970s and 1980s and Nord's text-linguistic approach. In this chapter, translation is analysed according to text type and function in the target language (TL) culture, and prevailing concepts of text analysis – such as word order, information structure and thematic progression – are employed. Hybrid and multimodal text genres are also discussed.

Linked closely to the previous chapter, Chapter 6 moves on to consider House's recently modified Register analysis model and the development of discourse-oriented approaches in the 1990s by Baker, and Hatim and Mason, who make use of Hallidayan linguistics to examine translation as communication within a sociocultural context.

Chapter 7 investigates systems theories and the field of target-oriented 'descriptive' translation studies, following Even-Zohar, Toury and the work of the Manipulation School.

Chapter 8 examines the cultural and ideological approaches in translation studies. These start with Lefevere's work of the 1980s and early 1990s – which itself arose out of a comparative literature and Manipulation School background – and move on to more recent developments in gender studies and translation (in Canada), to postcolonial translation theories (in India) and other ideological implications of translation. The chapter then focuses on a case study of translation from Asia.

Chapter 9 looks at the role of the translator and the ethics of translation practice. It begins by following Berman and Venuti in examining the foreign element in translation and the 'invisibility' of the translator. The idea explored is that the practice of translation, especially in the English-speaking world, is considered to be a derivative and second-rate activity, and that the prevailing method of translation is 'naturalising'. The role of 'agents' such as literary translators and publishers is also described and linked to recent work on the sociology and historiography of translation. The chapter contains an expanded section and case study based on the work of Bourdieu.

Chapter 10 investigates a range of philosophical issues around language and translation, ranging from Steiner's 'hermeneutic motion', Pound's use of archaisms, Walter

Benjamin's 'pure' language, and Derrida and the deconstruction movement. These question some of the basic tenets of translation theory, and the discussion has been extended to relate this chapter to concepts covered earlier in the book.

Chapter 11 looks at the challenges presented by the continued growth in new digital technologies. The chapter has been revamped to focus on audiovisual translation, the most prominent of the new research areas, and also localization processes in the translation workspace. These technological advances have forced a dramatic revision of some long-held beliefs and the reassessment of central issues such as equivalence and translation universals.

Chapter 12 brings together some of the distinct strands of the discipline in Chesterman's updated call for 'consilience'. It then discusses how research advances may be achieved by reaching out to other disciplines, and proposes specific advice for those working on reflexive translation commentaries and MA or PhD research projects.

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